Permit #F00023822

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00023822 **Type of Permit:** FILMING **Release Date:** 01/26/2010

Production Company PICROW INC

Insured Company Name PICROW INC
Contact Phone No. 1 323-957-5400
Contact Phone No. 2
Fax 323-957-5405
Address 736 SEWARD ST
LOS ANGELES, California 90038

Production Title PLAVEX

Type of Production Commercial - Standard

Producer KRISTY KESSLER

Director PETER LANG

1st AD KEVIN MCCARTHY

Production Manager MICHELLE CURRINDER

FilmL.A. Coordinator Adrian Fayad

Location Manager MICHELLE CURRINDER
Primary Phone Mobile - 213-703-6424
Secondary Phone

Location Assistant NA NA
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $917.00

Number of Locations 1

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Summary Information — Location

Permit Number F00023822
Production Company PICROW INC
Insured Company PICROW INC
Production Title PLAVEX

Location Manager MICHELLE CURRINDER
Primary Phone Mobile - 213-703-6424
Secondary Phone

Location Address 736 Seward St, Los Angeles, CA, 90038

Location Names

Location Type Office Building

Location Description

Prep Dates 1/27/2010 - 1/27/2010 07:00 - 22:00

Film Dates 1/28/2010 - 1/28/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Picrow AA.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	30
Cube Trucks	3
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	35

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

Posting "No Parking" signs W/S SEWARD ST., MELROSE AVE- WARING AVE

Approximate Footage 301 - 600 **Log Number** 1009650

Date(s) 1/27/2010 to 1/28/2010 **Time(s)** 07:00 to 22:00

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APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Pictures in a Row ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 1/25/10

Pictures in a Row
Name of "Principal" (Production Company)

Michelle Curringer
Print Princpal Representative's Name

P.M.
Representative's Title (i.e. UPM, Loc Mgr)

By _____
Representative's Signature

736 Seward St.
Principal's Address

LA, CA 90038
City, State, Zip Code

323.957.5400
Principal's Telephone Number

NOT A PERMIT